

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION AND
CESSATION EXECUTIVE BOARD MEETING
JUNE 3, 2010**

Phyllis Lewis, Co-Chair, Representing Tony Bennett, State Department of Education called the regular meeting of the Tobacco Prevention and Cessation Executive Board to order at 1:10 p.m., at the ISDH Building, 2 North Meridian Street, 3rd Floor, Robert O. Yoho Conference Room, Indianapolis, Indiana, 46204.

I. Welcome

Phyllis Lewis welcomed everyone. Karla Sneegas started by introducing new Board members, Marian Dick and Robert Clark.

II. Approval of September 17, 2009, and February 4, 2010, Executive Board Meeting Minutes

Motion to approve the September 17, 2009, Executive Board Meeting minutes was made by Dr. Mohammad Torabi, 2nd by Dr. Robert Keen and passed.

Motion to approve the February 4, 2010, Executive Board Meeting minutes was made by Dr. Robert Keen, 2nd by Dr. Victoria Champion and passed.

III. Approval of the ITPC Financial Report

Celesta Bates provided the May 31, 2010, financial report. A motion to approve the financial report was made by Dr. Mohammad Torabi, 2nd by Dr. Steve Simpson and passed.

IV. Action Items:

- **Budget Amendments for Indiana Black Expo Contract.** Motion to approve was made by Dr. Steve Simpson and 2nd by Dr. Victoria Champion and passed.
- **Revised Budget for FY 2011.** Motion to approve was made by Dr. Mohammad Torabi and 2nd by Danielle Patterson.
- **Meeting dates for remainder of 2010 and 2011.** Motion to approve was made by James Jones and 2nd by J. Michael Meyer.

V. New Partnership

- **Indianapolis Association of Health Underwriters (IAHU).** Susan Rider, Incoming President of the Indianapolis Association of Health Underwriters, discussed the new partnership between IAHU and ITPC. IAHU is a professional organization that represents licensed health insurance agents, brokers, consultants and benefit professionals whose main goal is to promote access to affordable health insurance. IAHU has partnered together with ITPC to reduce tobacco use in Indiana and the potential of reducing insurance costs to employers who implement cessation programs. IAHU will be promoting the Indiana Tobacco Quitline to members, encouraging employers to become preferred employers with the quitline, and promoting ways to encourage cessation among Indiana workers.

VI. Discussion of the Dr. Tom Frieden article

Board members were provided a copy of an article recently published by Dr. Tom Frieden, Director of the CDC. Karla Sneegas asked the Board their opinion on this article and how we are doing at ITPC to fit into the model for health that was presented in the article.

VII. Dashboard Report

Karla Sneegas presented that this report contains some metrics that ITPC tracks regularly. This report contains metrics that ITPC report quarterly to OMB as well as other metrics that we monitor for ITPC and all Grantees. These metrics are from January, February, and March period and contain metrics on adult and teen smoking prevalence, smokefree air laws, comprehensive statewide laws, tobacco free school districts and health care facilities. The report also contains metrics on increased number of calls made to the Quitline, preferred health care providers and employee networks enrollees, news clips from October 2009 through March 2010, and our local partner grantees monthly activity reporting.

VIII. ITPC Program and Staff Update

- **Cessation Summit** – Board members who attended shared what they gained from the Summit
- **Federal Stimulus Grant** – received this grant to expand the Quitline and it is in currently under implementation
- **Component One Stimulus Grant** – working with ISDH on this
- **Facebook for Quit Now Indiana** – has 771 fans telling their stories about how and why they quit tobacco. Lorene Sandifer has answered all hits on the page.
- **New Radio Ads**
 - Lorene Sandifer – based on her experience at the Boston Marathon
 - New Molly ad– 30 years old and was diagnosed with stage 4 lung cancer
 - Man’s voice – the effects of smoking on your heart and lungs
- **Staff Updates**
 - Craig Wesley was accepted in a fellowship program at New York City University to get a Masters in Public Administration and has resigned
 - Blake Vanderbosch has joined ITPC as a summer intern

IX. Announcements

- Celesta Bates has completed the United Way Executive Women’s’ leadership program this past year. Miranda Spitznagle completed the program last year.
- Katelin Ryan presented at a recent national meeting on the pilot Head Start Break Project
- Karla Sneegas – presented information to recent grantees of the Partnership for Prevention, a national organization. The presentation was on Indiana’s Cessation Summit.
- Karla Sneegas – presented on youth prevention activities in Wales last fall

- NCI awarded a grant to University of Massachusetts and Indianapolis will be one of 2 cities that will be a part of it. ITPC will partner with UM on this grant. Indianapolis is a site in the SNUS study
- Indiana is featured as a case study in the upcoming CDC Best Practice Guide on Increasing Tobacco Excise taxes. The 2007 Tax campaign will be a case study
- This summer there will be the Quit Now Indiana contest. Kickoff is the IBE Summer Celebration, White River Lawn Concerts, and at the State Fair

Meeting adjourned at 3:10 pm.

The following Executive Board Members were present for all or part of the meeting:

Karla Sneegas, MPH, Executive Director
Phyllis Lewis for Dr. Tony Bennett, Ed.D.
Mohammad Torabi, Ph.D.
Robert Keen, Ph.D.
Danielle Patterson
Steve Simpson, M.D.
Victoria Champion, PhD.
J. Michael Meyer
James Jones
Marian Dick, R.N., B.S.
Robert F. Clark

The following Executive and Advisory Board Members were not in attendance:

Greg Larkin, M.D., FAAFP, Chairman (Ex-Officio)
Alan Snell, M.D.
Stephen Jay, M.D.
Emily Hancock for Anne Murphy, FSSA
Jessica Kelley, ALA
Christine Bavender for Greg Zoeller, Attorney General
Diane Krull
Wendy Zent
Patricia Hart
Pat Rios
Arden Christen, DDS

Agency Staff in attendance:

Miranda Spitznagle, Director of Program Evaluation
Celesta Bates, Chief Financial Officer
Barb Cole, Administrative Assistant
Cheryl Raney, Accountant
Kristen Stokes, Contract Administrator
Angie Morris, Voice Coordinator / Training Director
Karen O'Brien, Regional Program Director
Melissa Swan, Regional Program Director

Agency Staff not in attendance:

Becky Haywood, Administrative Assistant
Anita Gaillard, Director of Community Programs
Katelin Ryan, Research Director
Rachelle Back, Regional Director
Camille Kalil, Director of Tobacco Cessation

Others in attendance:

Robbie Barkley, Third House Advocacy Group
Susan Rider, IAHU
Harry Davis, MZD
Ray Volpe, MZD
Brian Willsey, MZD
Jake Donnelly, MZD
Bruce Bryant, Promotus Advertising